

Appendix 6. Predictors of Likelihood of Engagement of Tweets Among Twitter users

Variables	Full (n=974)				US (n=449)				UK (n=525)				
	Beta	95% CI (lower)	95% CI (higher)	P- value	Beta	95% CI (lower)	95% CI (higher)	P- value	Beta	95% CI (lower)	95% CI (higher)	P-value	
Unadjusted <i>Condition</i>	As or more harmful (referent)												
	Completely harmless	-0.419	-0.516	-0.323	<0.001	-0.428	-0.559	-0.299	<0.001	-0.393	-0.537	-0.250	<0.001
	Uncertainty	-0.038	-0.125	0.050	0.400	-0.315	-0.440	-0.191	<0.001	0.234	0.110	0.360	<0.001
<i>Control</i>	Control	0.317	0.235	0.398	<0.001	0.175	0.067	0.285	0.002	0.452	0.330	0.575	<0.001
	Nagelkerke Pseudo-R ² = 0.251				Nagelkerke Pseudo-R ² = 0.253				Nagelkerke Pseudo-R ² = 0.296				
	AIC = 7560.4				AIC = 3687				AIC = 3784.4				
Adjusted <i>Condition</i>	Completely harmless	-0.439	-0.536	-0.343	<0.001	-0.446	-0.578	-0.316	<0.001	-0.415	-0.559	-0.271	<0.001
	Uncertainty	-0.069	-0.157	0.019	0.125	-0.340	-0.466	-0.215	<0.001	0.202	0.077	0.328	0.002
	Control	0.300	0.218	0.382	<0.001	0.190	0.080	0.300	0.001	0.440	0.317	0.564	<0.001
<i>Country</i>	US	-0.207	-0.277	-0.137	<0.001								
<i>Age</i>		-0.004	-0.006	-0.001	0.002	-0.003	-0.007	0.000	0.078	-0.004	-0.008	0.000	0.027
<i>Sex</i>	Male	0.046	-0.016	0.107	0.148	0.045	-0.042	0.133	0.306	0.028	-0.063	0.119	0.549
<i>Race</i>	White	-0.289	-0.367	-0.211	<0.001	-0.292	-0.382	-0.201	<0.001	-0.275	-0.438	-0.106	0.001
<i>Education</i>	Some college/ further education												
	college	-0.030	-0.104	0.043	0.419	-0.039	-0.145	0.068	0.475	0.036	-0.070	0.142	0.507
	University degree or higher	-0.105	-0.184	-0.026	0.009	-0.131	-0.241	-0.020	0.021	-0.076	-0.192	0.041	0.203
<i>E-cigarette Use</i>	Past e- cigarette	-0.076	-0.138	-0.014	0.016	-0.083	-0.169	0.003	0.059	-0.024	-0.115	0.067	0.607
	Use	0.135	0.118	0.153	<0.001	0.193	0.170	0.217	<0.001	0.062	0.035	0.088	<0.001
	Nagelkerke Pseudo-R ² = 0.532				Nagelkerke Pseudo-R ² = 0.676				Nagelkerke Pseudo-R ² = 0.411				
<i>Social Media Use</i>	Daily Internet Use	0.005	-0.002	0.011	0.183	-0.001	-0.010	0.008	0.882	0.015	0.004	0.025	0.006
	Baseline Perceived Relative Harm of E- cigarettes	0.037	0.012	0.061	0.003	-0.003	-0.040	0.033	0.853	0.073	0.038	0.106	<0.001
	AIC = 7122.4				AIC = 3330.5				AIC = 3708.6				

Note. Significant predictors are italicized.